Executive Proclamation

State of South Dakota
Office of the Governor

Whereas, South Dakota law prohibits the sale of tobacco products to persons under the age of 18; and,

Whereas, *We Card* Awareness Month is a retail education and training effort to boost South Dakota retailers' awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and identify, prevent, and deny tobacco and other age-restricted product sales to minors; and,

Whereas, Year 2017 marks the 22nd anniversary of the national non-profit organization, The *We Card* Program Inc. – providing training and education to the retail community to help retailers comply with age-restricted product laws and serve their communities as responsible retailers; and,

Whereas, *We Card* in-store training and education materials, its online training program and its mystery shopping service ID CHECK-UP are available to all South Dakota retailers through *We Card's* website; and,

Whereas, *We Card* is endorsed by the South Dakota Petroleum and Propane Marketers Association and the South Dakota Retailers Association, and South Dakota will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors:

Now, Therefore, I Dennis Daugaard, Governor of the state of South Dakota, do hereby proclaim September 2017 as

WE CARD AWARENESS MONTH

in South Dakota.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Sixteenth Day of August in the Year of Our Lord, Two Thousand and Seventeen.

Dennis Daugaard, Governor

Attest:

Shantel Krebs, Secretary of State